

In the Claims:

Please amend the claims as follows:

1-22. (Canceled)

23. (New) A method for operating a computer based personal advertising system, the method comprising the steps of:

receiving data from a first party via the Internet, the data including a personal profile and an email address;

receiving a video recording from the first party;

storing the video recording;

receiving from a second party a request for the video recording;

playing the video recording for the second party;

receiving, via a telephone network, a voicemail message from the second party to the first party;

sending an email to the first party notifying the first party of the receipt of the voicemail message;

receiving from the first party, via the telephone network, a request for the voicemail message; and

playing the voicemail message to the first party via the telephone network.

24. (New) The method according to claim 23, further comprising the steps of:

receiving an image from the first party;

reviewing the video recording and the image; and

making available, via the personal advertising system, at least one of the video recording and image subsequent to review.

25. (New) The method according to claim 23, further comprising the steps of:

executing a search within the personal advertising system for at least one personal profile similar to the personal profile of the first party; and

presenting to the first party at least one personal profile similar to the personal profile of the first party.

26. (New) The method according to claim 23, further comprising the step of:

receiving a response from a third party to the first party via the Internet, the response including an image.

27. (New) The method according to claim 23, further comprising the steps of:

receiving a text message from a third party to the first party via the Internet; and

delivering the text message to the first party via a telephone.

28. (New) A method for operating a computer based personal advertising system, the method comprising the steps of:

receiving data from a first party via the Internet, the data including an email address and a personal profile including a video recording;

reviewing the video recording prior to presentation to other users of the personal advertising system;

receiving a voicemail message from a second party to the first party via a telephone network;

sending an email to the first party notifying the first party of the receipt of the voicemail message; and

playing the voicemail message to the first party via a telephone network.

29. (New) The method according to claim 28, further comprising the steps of:

receiving an image from the first party; and

reviewing and approving the image prior to presentation to other users of the advertising system.

30. (New) The method according to claim 28, further comprising the step of executing a search of the advertising system for at least one personal profile similar to the personal profile of the first party.

31. (New) The method according to claim 28, further comprising the step of:

receiving a response from a third party to the first party via the Internet, the response including an image.

32. (New) The method according to claim 28, further comprising the steps of:

receiving a text message from a third party to the first party; and

sending the text message to the first party via a telephone.

33. (New) A method for operating a computer based personal advertising system, the method comprising the steps of:

receiving data from a first party via the Internet, the data including a personal profile including an audio recording and an email address;

reviewing the audio recording prior to presentation to other users of the personal advertising system;

receiving via a telephone network a voicemail message from a second party to the first party;

sending an email to the first party notifying the first party of the receipt of the voicemail message; and

playing the voicemail message to the first party via the telephone network.

34. (New) The method according to claim 33, further comprising the steps of:

receiving an image from the first party;
and

reviewing and approving the image prior to presentation to other users of the personal advertising system.

35. (New) The method according to claim 33, further comprising the step of:

executing a search within the personal advertising system for personal profiles similar to the personal profile of the first party.

36. (New) The method according to claim 33, further comprising the step of:

receiving a response from a third party to the first party via the Internet, the response including an image.

37. (New) The method according to claim 33, further comprising the steps of:

receiving a text message from a third party to the first party via the internet; and

sending the text message to the first party via a telephone network.

38. (New) A method for operating a computer based advertising system, wherein the method comprises the steps of:

receiving data from a first party via the Internet, the data including a personal profile, an audio recording and an email address;

reviewing and approving the audio recording prior to presentation to other users of the advertising system;

receiving a voicemail message from a second party to the first party via a telephone network;

sending an electronic message to the first party notifying the first party of receipt of the voicemail message; and

playing the voicemail message to the first party via a telephone network.

39. (New) The method according to claim 38, further comprising the steps of:

receiving an image from the first party; and

reviewing and approving the image prior to presenting the image to other users of the personal advertising system.

40. (New) The method according to claim 38, further comprising the steps of:

executing a search of the advertising system for at least one personal profile similar to the personal profile of the first party.

41. (New) The method according to claim 38, further comprising the steps of:

receiving a response from a third party to the first party via the Internet, the response including an image.

42. (New) The method according to claim 38, further comprising the steps of:

receiving a text message from a third party to the third party via the Internet; and

sending the text message to the first party via a telephone.